

## **DULUTH SUPERIOR SYMPHONY ORCHESTRA**

JOB TITLE:            MARKETING DIRECTOR

REPORTS TO:         EXECUTIVE DIRECTOR

JOB SUMMARY:       The Marketing Director will direct all marketing, promotions and communications with the DSSO. Working with the Executive Director, they will play an integral part in audience development and retention.

### Job Responsibilities:

- Lead all aspects of season subscription and renewal campaigns, including direct mail and e-mail and the production of all campaign materials.
- Write collaborative copy and work with DSSO staff and outside designer(s) to produce all marketing materials, including season brochures, advertisements, concert program books, website, and other media.
- Plan and implement single ticket sales campaign, including the design and placement of print and electronic advertising and special promotions.
- Provides tactics to reach goals after analysis of ticket sales and subscription trends
- Conduct audience and market research as needed; develop strategies based on survey analysis. Provide statistical and demographic information as requested.
- Monitor budget of all marketing efforts, adjusting as necessary to meet goals as determined with the Executive Director.
- Report to the Board on progress of all marketing campaigns.
- Recommend marketing policies and promotion strategies to the Executive Director and Board with the goal of retaining current ticket holders and reaching new audiences for the orchestra.
- Work with board teams to create and execute audience development initiatives.
- Develop press releases and other vehicles for communicating the DSSO's plans and activities to the media. Establish and maintain positive contacts with local media outlets.
- Develop and implement social media strategies (Facebook, Twitter, Instagram, etc.) to cultivate online relationships with patrons and potential patrons in the Duluth-Superior area and relevant organizations and contacts locally and nationally.

### **Critical Knowledge, Skills, and Abilities**

- Experience in arts marketing and a basic understanding of classical music preferred.
- Familiarity with trends and strategies specific to the performing arts.
- Ability to work as a team player in a fast-paced, goal-oriented environment, balancing multiple projects under strict deadlines.
- Ability to work independently and remotely, with tools provided by the DSSO.
- Outstanding interpersonal and communication (oral and written) skills.
- Proficiency with Microsoft Office Suite (Word, Excel, etc.)
- Experience with social media platforms, including Facebook and Instagram.
- Must be available to work some nights and weekends as assigned.

### **Education/Experience Requirements**

Minimum bachelor's degree in Business, Marketing, Communications, or a related area, plus 2 to 5 years related experience; or equivalent combination of education and experience.

### **Compensation, Benefits and Considerations**

The DSSO will provide compensation competitive with the candidate's qualifications and experience. The DSSO will also provide health insurance (70% paid by the company) and paid vacation time. **The DSSO will also consider a remote work agreement, provided the individual can occasionally travel to Duluth for meetings, concerts and other events.**